

## TABLE OF CONTENTS 目 录

高管学术经历和企业创新投入的影响机制研究

**Research on the Influence Mechanism of Senior Management's Academic Experience and Enterprise Innovation Investment**

温彩云.....213

新技术背景下生鲜农产品智慧供应链模式创新与运作优化

**Model Innovation and Operation Optimization of Smart Supply Chain of Fresh Agricultural Products under the Background of New Technology**

任澳杰, 汪传雷, 邓裕晨, 李宇璠.....227

基于电力大数据的企业征信技术及应用研究

**A Research on Corporation Credit Technology and Application Based on Big Data of Electric Power**

奚增辉, 瞿海妮.....234

基于 SWOT 分析法的疫情下冷链物流发展状况研究

**Research on the Development Status of Cold Chain Logistics under the Epidemic Based on SWOT Analysis**

周可, 李昂.....240

基于智能快递柜的快递包装盒回收运营体系研究

**Research on the Operation System of Express Packaging Box Recycling Based on Smart Express Cabinet**

欧元昊, 吴海辉, 张青, 艾正荣, 丰成成.....244

时代潮流与社会发展变迁下的管理职能变革综述与探寻

**Summary and Exploration of the Reform of Management Function under the Trend of Times and Social Development**

黄炜, 张才纯, 和静淑, 周易, 于邦国.....250

基于现金流视角的绩效评价财务指标构建设想

**Constructing Financial Indicators of Performance Evaluation from the Perspective of Cash Flow**

梁雪萍.....258

大数据环境下电网供应商信息库建设及应用研究

**Research on the Construction and Application of Grid Supplier Information Database in Big Data Environment**

冯学忠.....263

**招标代理机构对电网企业实施电子化单轨制招标模式的应对策略研究  
Research on Tendering Agencies' Response Strategies to Grid Enterprises'  
Implementation of Electronic Monorail Bidding Mode**

连俊丽.....	269
<b>员工参与“共享员工”模式的需求研究 The Needs Research of Employee Participation in the “Shared Employee” Mode</b>	
王鑫, 向征.....	275
<b>陕西省体育公共服务均等化路径选择研究 Research on the Path Choice of Sports Public Service Equalization in Shaanxi Province</b>	
曹璐.....	282
<b>最低工资标准与企业研发: 倒逼还是抑制? Minimum Wage Standards and Enterprise R&amp;D: Forced or Repressed?</b>	
卢鑫.....	290
<b>沃尔玛(中国)的企业社会责任分析: 从观念到行动的审视 Analysis of Walmart's Corporate Social Responsibility in China: A Review from Concept to Action</b>	
郑晓雪, 姚玉杰, 范叶舟, 郭斌.....	298